Network Services and On-Line Data Bases

Robert L. Goodwin
Vice President
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Network Services

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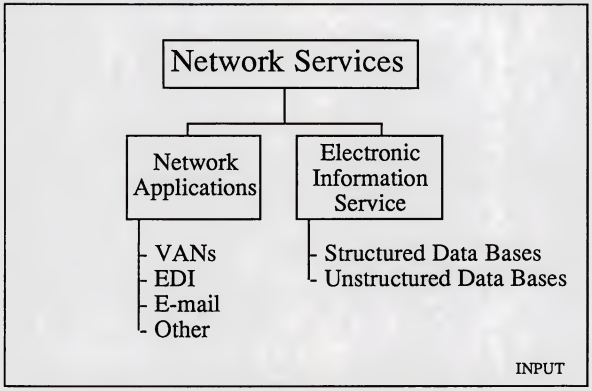

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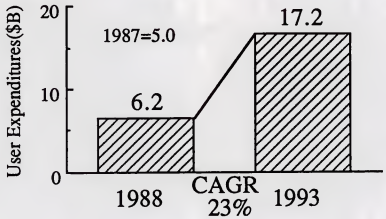
Network Services Forecast



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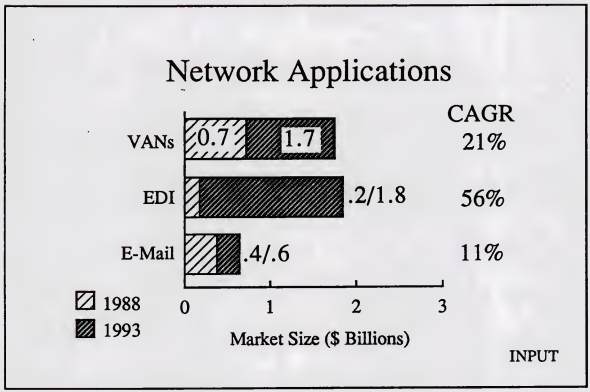

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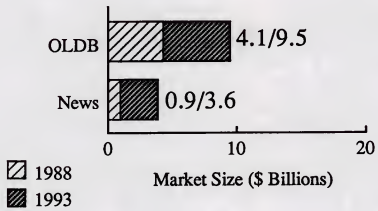
Electronic Information Services



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Network/Electronic Information Services Market—Driving Forces

- PC Population
- Consumer Information Services
- ISDN
- EDI Popularity
- Wide-Area Networking

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Network/Electronic Information Services Market—Driving Forces

- Business Need for Rapidly Available Electronic Information
- RBOC Entry
- Network Management Services
- Voice Information Services
- Transaction "Electronification"

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Network/Electronic Information Services Market—Inhibiting Forces

- Data Overload
- CD/ROM as Alternative
- Profitability Questions

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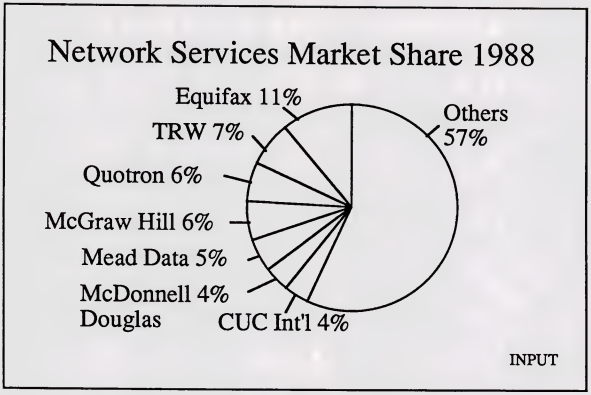
Network Services Market Share 1988
Equifax 11%
TRW 7%
Quotron 6%
McGraw Hill 6%
Mead Data 5%
McDonnell 4%
Douglas
CUC Int'l 4%
Others
57%
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Leading Value-Added Network Services Vendors 1988

McDonnell Douglas Network Systems Company

Telenet Corporation

IBM Information Network

CompuServe, Inc.

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Leading Value-Added Network Services Vendors 1988

GE Information Services Co. (GEIS)

Computer Sciences Corporation

Western Union Corporation

Wang Information Services Company

MCI Data Transport

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Vendor Activity—Alliances

- CSC—European PTTs
- CSC—Minitel
  - United Telecom or US Sprint
- AT&T, BT, KDD
  "One Stop Network Services"

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Trends

- OLDB Consolidation
  - Dialog/Knight-Ridder
  - CSC/Equifax Credit Reports

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OLDB Opportunity

- International Access
- Multi-Lingual, Real-Time Translation

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RBOC Network Services

- Integrated Services Digital Network (ISDN)
- Information Gateways
- Virtual Private Networks
- Metropolitan-Area Networks (MAN)

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RBOC Network Services

- Open Network Architecture (ONA)—Future
- Videotex (future)—Subsidized Terminals
- Voicemail
- Electronic Mail
- Voice Recognition

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RBOC Network Services Limited by:

- Varying Services Make National Customer Network Usage Difficult
- Gateways Limited to LATA
- RBOC "Culture"
- RBOC Sales/Marketing Expertise

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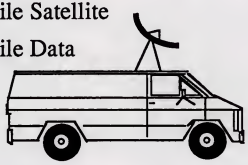
Interesting Network Technologies

- Mobile Satellite
- Mobile Data



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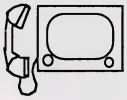
Interesting Network Technologies

- FAX Store & Forward
- FM SCA Broadcast Data
- Video Phones



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Conclusions—Network Services Markets

- Data Base Alone Is Not a Guarantee of Success
- Vendors Can Leverage Unique Gateways and Interfaces
- OLDB Companies are Highly Valued

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Conclusions—Network Services Markets

- RBOCs Will Be a Factor
- EDI Has Leverage into Interorganizational Services
- Market Growth Remains Strong

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